

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

October 28, 2003

SUBJECT:

Draft Policies for the MAG Community Emergency Notification System

SUMMARY:

In January 2003, the Arizona Department of Environmental Quality (ADEQ) awarded a \$2.5 million contract to the Maricopa Association of Governments to develop and operate a Community Emergency Notification System (CENS) for Maricopa County. The system will rapidly notify by telephone those living or working near the scene of an emergency and provide them with information and any required emergency instructions in English, Spanish, or Telecommunication Device for the Deaf (TDD). CENS will be activated through the Public Safety Answering Points (PSAP). In addition, the CENS program will continue to work with member agencies on the integration of those notification systems already in place.

Policies and procedures needed to be developed that would guide implementation of the CENS prior to the activation of the system in January 2004. A CENS Stakeholder Working Group was formed to ensure all interested parties had a voice in setting the policies. In March 2003, each MAG member agency received a letter requesting assistance in identifying public safety, flood control, homeland security, animal control, emergency management, and legal representatives to participate in the CENS Stakeholder Working Group.

During a series of three meetings, the Working Group discussed system activation thresholds (emergency and public safety notifications), liability considerations (overuse/underuse of system), and ongoing funding (user fees, cost recovery). At their October 1, 2003 meeting, the Working Group reached consensus on policies for consideration by the MAG 911 Oversight Team. On October 23, 2003, the Oversight Team met and recommended the following two policies for consideration by the Management Committee.

Policy #1 - System Activation Fee: Associated annual costs of the CENS program include \$690,000 per year to Qwest for maintaining the database, \$12,000 for event watches, and \$85,000 for the CENS project manager (including benefits). In an activation, the CENS program will be charged 23¢ per 30-second message for each completed call. A notification call is estimated to be one minute in duration (46¢ per call). *Cost Example:* A 60-second message to 116 addresses would be a total cost of \$53.36.

Recommendation: Emergency activation charges will be fully funded through CENS program funds for the first year of system operation. After the first year of activation, as more system data is available, whether the activating agency will pay the activation charges will be evaluated.

Policy #2 - Activation of the System: The CENS Stakeholders discussed at length when to activate the system. Originally, the group discussed using different levels for activation. Level one was designated for emergencies and level two as public safety messages. Further investigation discovered some potential conflicts with federal law. Senate Bill 800, the *Wireless Communications and Public Safety Act of 1999*, addresses privacy concerns and bans the use of location information except with written permission from the subscriber or for emergency purposes. The bill states: "...to providers of information or database management services solely for purposes of assisting in the delivery of *emergency services in response to an emergency*." This raised the question of what is an emergency. The bill does not provide any definition for the term emergency. Legal opinion is being sought to provide clarification for system use.

Recommendation

Initially, the CENS program will be activated for emergency incidents only. The system would be used for level one activations until clarification from legal counsel regarding the verbiage in Senate Bill 800. The CENS program will only be activated for the defined emergency incidents until further legal input is provided.

Emergency incidents are defined as follows:

- **Imminent threats to life or property**
- **Disaster notification**
- **Endangered children**
- **Endangered elderly**
- **Evacuation notices**

Additionally, the Working Group supported the creation of a group that would provide oversight of the CENS program and report back to the Working Group after the first year. The Oversight Team concurred and formed a subgroup that will provide guidance on the implementation of the system to the 911 Oversight Team.

PUBLIC INPUT:

None.

PROS & CONS:

PROS: The system will rapidly notify by telephone those living or working near the scene of an emergency by telephone and provide them with information and any required emergency instructions in English, Spanish, or TDD. Allowing each agency activations at no cost during the first year will introduce the program and give users an opportunity to see how helpful and timesaving the system can be. This will enable agencies to justify funding for future use without relying on the CENS maintenance funding.

CONS: The system will sustain itself for three to five years on existing funds so alternate funding sources need to be found for system continuation. The disadvantage of requiring each agency to fund their own activations is the system might not get used due to budget constraints. Many agencies are dealing with budget shortages and might hesitate to use the CENS Program because of the costs. The CENS Program will also compete with the other funding needs of an agency.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: None.

POLICY: The policy process included system activation thresholds, liability considerations, and ongoing funding. Issues surrounding system activation include who is authorized to activate the system, whether to use the system for emergencies only, what is an emergency and would there be

a fee associated with the activation. Potential liability issues included not activating the system in a timely manner or possible overuse of the system. The system will sustain itself for three to five years on existing funds so alternate funding sources need to be found for system continuation. A regional consensus on each of these issues must occur before the system is activated.

ACTION NEEDED:

Recommend approval of the draft policies for the MAG Community Emergency Notification System.

PRIOR COMMITTEE ACTIONS:

911 Oversight Team: On October 23, 2003, the MAG 911 Oversight Team recommended approval of the draft policies for the Community Emergency Notification System, and formed a subgroup that will provide guidance on the implementation of the system to the 911 Oversight Team.

MEMBERS ATTENDING

Harry Beck, Mesa Fire Department, Chair	Helen Gandara-Zavala, Scottsdale Police Dept.
*Jim Gibson, Glendale Fire Department	Jay Spradling, Tempe Police Department
Steve Werner, Maricopa County Sheriff's Office	*Lawrence Rodriguez, Tolleson Police Dept.
*Mike Fusco, Emergency Management, Peoria	Vacant: Phoenix Fire Department
Blake McClelland, Phoenix Police Department	

* Those members neither present nor represented by proxy.

Attended by videoconference or by telephone conference call.

CENS Stakeholders Working Group: The CENS Stakeholders Working Group met on three occasions to discuss draft policies. At their October 1, 2003 meeting, the Working Group reached consensus on draft policies for consideration by the 911 Oversight Team.

Harry M. Beck	Chief, Chair, 911 Oversight Team, Mesa Fire Department
Manny Agah	Arizona Department of Transportation - TOC
Debbie Henry	Operational Communications, Department of Public Safety
Timothy Wolfe	Assistant State Engineer, Arizona Department of Transportation
Greg Workman	Section Manager, Hazardous Waste Section, ADEQ
Monte Eggherman	Battalion Chief, Buckeye Fire Department
Danielle Mills	Firefighter, Buckeye Fire Department
Joe Brugman	Lieutenant, Chandler Police Department
Dan Couch	Battalion Chief, Chandler Fire Department
Richard Speer	Communications Commander, Chandler Police Department
Paul Sullivan	Office of Community Preparedness, Chandler Fire Department
Roy Levenda	Chief, El Mirage Fire Department
David Evertsen	Town Manager, Gila Bend
James Brad	Commander, Gilbert Police Department
Wes Kemp	Battalion Chief, Gilbert Fire Department
Jim Gibson	Assistant Chief, Glendale Fire Department
Kelley Mure	Emergency Management Coordination, Glendale Fire Department
Sheila Pattee	Public Safety Answering Point, Glendale Police Department
Debi Willis	Glendale Police Department
Chris Nadeau	Communications Manager, Goodyear Police Department
Timothy Sanger	IT, Maricopa County Animal Care & Control, Emergency Services
Robert Spencer	Director, Maricopa County Department of Emergency Management
Linda Velazquez	Lieutenant, Maricopa County Sheriff's Office
Steve Waters	Flood Warning Branch Manager, Flood Control District of Maricopa Co.

Steve Werner	Deputy Chief, Maricopa County Sheriff's Office
Karl Emberg	Commander, Support Services Administrative Div., Paradise Valley
Cliff Puckett	Assistant Chief, Mesa Fire Department
Mike Fusco	Safety & Emergency Management, Peoria
Rick Picard	Peoria Fire Department
Larry Rooney	Deputy Chief, Peoria Fire Department
Marcus Aurelius	Emergency Management Coordinator, Phoenix
Carol Campbell	Communications Shift Supervisor, Phoenix Police Department
Tami DeRuiter	Phoenix Police Department
Mary Dysinger-Franklin	911 Coordinator, Phoenix Fire Department
Liz Hunt	CENS Program Manager, Phoenix Fire Department
Susan MacFarlane	911 Administrator, Phoenix Fire Dept., Chair, PSAP Managers Group
Blake McClelland	Commander, Phoenix Police Department
Adrian Ruiz	Lieutenant, Phoenix Police Department
Gail Denney	Communications Division, Scottsdale Police Department
Marc Eisen	Director of Emergency Services, Scottsdale
Helen Gandara-Zavala	Administrative Services Director, Scottsdale Police Department
Tom Melton	Public Safety Answering Point, Scottsdale
Dee Taylor	Executive Assistant Chief, Scottsdale Police Department
Michael White	Chief, Surprise Fire Department
Kevin Kotsur	Assistant Chief, Tempe Police Department
Jay Spradling	Assistant Chief, Tempe Police Department
Larry Rodriguez	Chief, Tolleson Police Department
Anthony Melendez	Chief, Wickenburg Police Department

Regional Council: On March 26, 2003, the MAG Regional Council was provided a presentation on the implementation of the CENS system.

MEMBERS ATTENDING

Mayor Wendy Feldman-Kerr, Queen Creek, Chair	Mayor J. Woodfin Thomas, Litchfield Park
Mayor Joan Shafer, Surprise, Vice Chair	Supervisor Max W. Wilson for
Councilmember Brian Milkey for Mayor	Supervisor Don Stapley, Maricopa County
Douglas Coleman, Apache Junction	Mayor Keno Hawker, Mesa
*Mayor Ron Drake, Avondale	Mayor Edward Lowry, Paradise Valley
*Mayor Dusty Hull, Buckeye	*Mayor John Keegan, Peoria
*Mayor Edward Morgan, Carefree	*Mayor Skip Rimsza, Phoenix
*Vice Mayor Ralph Mozilo, Cave Creek	*President Joni Ramos, Salt River
Mayor Boyd Dunn, Chandler	Pima-Maricopa Indian Community
Mayor Robert Robles, El Mirage	Mayor Mary Manross, Scottsdale
Mayor Jon Beydler, Fountain Hills	Mayor Neil Giuliano, Tempe
Mayor Chuck Turner, Gila Bend	*Mayor Adolfo Gamez, Tolleson
Governor Richard Narcia, Gila River Indian	Mayor Lon McDermott, Wickenburg
Community	*Mayor Daphne Green, Youngtown
Mayor Steven Berman, Gilbert	Rusty Gant, ADOT
Mayor Elaine Scruggs, Glendale	Joe Lane, ADOT
Vice Mayor James Cavanaugh, Goodyear	F. Rockne Arnett, Citizens Transportation
Mayor Margarita Cota, Guadalupe	Oversight Committee

* Those members neither present nor represented by proxy.

Attended by videoconference or by telephone conference call.

Management Committee: On March 12, 2003, the Management Committee was provided a presentation on the implementation of the CENS system.

MEMBERS ATTENDING

Peoria: Prisila Ferreira for Terry Ellis	Litchfield Park: Horatio Skeete
Mesa: Mike Hutchinson, Vice Chair	Paradise Valley: Tom Martinsen
Apache Junction: George Hoffman	Phoenix: Frank Fairbanks
Avondale: Todd Hileman	#Queen Creek: Cynthia Seelhammer
*Buckeye: Joe Blanton	Salt River Pima-Maricopa Indian Community:
*Carefree: Jon Pearson	Jacob Moore for Bryan Meyers
*Cave Creek: Usama Abujbarah	Scottsdale: Steve Olson Jan Dolan
Chandler: Donna Dreska	Surprise: Jim Rumpeltes for Bill Pupo
*El Mirage: Dick Yost	Tempe: Will Manley
#Fountain Hills: Tim Pickering	Tolleson: Ralph Velez
*Gila Bend: David Evertsen	Wickenburg: Shane Dille
Gila River Indian Community: Urban Giff	Youngtown: Mark Fooks
Gilbert: George Pettit	ADOT: Andy Smith for Victor Mendez
Glendale: Ed Beasley	Maricopa County: Tom Buick for
Goodyear: Stephen Cleveland	David Smith
*Guadalupe: Tom Morales	RPTA: Ken Driggs

*Those members neither present nor represented by proxy.

Participated by videoconference or telephone conference call.

911 Oversight Team: On October 19, 2000, the 911 Oversight Team recommended accepting the funds from the ADEQ and responsibility for the design, development, management, and implementation of the system, with MAG as the accounting entity pending the settlement funds becoming available.

MEMBERS ATTENDING

Harry Beck, Phoenix Fire Department, Chairman	*Dave Bennett, Phoenix Police Department Dave Jones for Helen Gandara-Zavala, Scottsdale Police Dept.
*Jim Gibson, Glendale Fire Department	*Cliff Jones, Tempe Fire Department
Shelly Bunn, Maricopa County Sheriff's Office	*Lawrence Rodriguez, Tolleson Police Dept.
Dennis L. Donna, Mesa Police Department	
Mike Fusco, Peoria Fire Department	

*Those members neither present nor represented by proxy.

CONTACT PERSON:

Chief Harry M. Beck, Mesa Fire Department, 480-644-4945; or Liz Hunt, CENS Program Manager, Phoenix Fire Department, 602-534-9775.

CENS Activation Time Line

October 1, 2003	CENS Stakeholders meeting
October 16, 2003	PSAP Managers kick-off/ training meeting
October 23, 2003	911 Oversight Team meeting Recommend approval of policies
October 27-November 7, 2003	PSAP personnel training
October-November, 2003	Public Safety command staff/field personnel training
October 28, 2003	First simulation testing
November 5, 2003	MAG Management Committee meeting Recommend approval of policies
November 14, 2003	Second simulation testing
December 3, 2003	MAG Regional Council Approval of policies
December 4, 2003	CENS Program press conference
December 5, 2003	Final simulation testing
December 4-31, 2003	Public Awareness Campaign
January 1, 2004	CENS Program fully operational in MAG Region